

THE TRUE NORTHERNER

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THE TRUE NORTHERNER PUBLISHING
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ADVERTISING RATES.

Display advertising, rates furnished on appli-
cation.
Classified advertising, three lines or less, 25
cents. All over that number, 5 cents per line
extra.
Card of thanks, 25 cents each.
Obituary, poetry and resolutions, 5 cents a
line.
Notices of births, deaths or marriages will be
printed free as news matter.

THE Kalamazoo Gazette, in speaking of the danger of Oriental competition in manufacturing and commerce, shows that past experience has been that this country has nothing to fear from such competition, as the rule of the largest trade with the best developed countries holds good throughout the world. Our best customer in the new world is not backward Mexico or Brazil but progressive and up-to-date Canada. In Europe we sell the most merchandise to Great Britain, not Russia. Germany, in the van of modern industrial progress, buys many times as much from the United States as American producers and shippers have ever been able to sell to Spain or Turkey. In Asia the Japanese lead the productive industry of the continent and they are far better customers for America than the people of Indo-China, for example, or the Chinese themselves. The development of American trade with Asia can be counted upon to grow with the progress of that continent. The greater the gains of Asiatic nations the better it will be for the industries and commerce of the United States.

CHAS. K. WARREN, the well known resident of Three Oaks, has been having troubles of his own down in old Mexico during the present unsettled condition in our sister republic. It seems that Mr. Warren has a ranch in that southern country of about 50,000 acres, and both the federal and insurrecto forces have been making life a burden to him. Although there is no law in Mexico calling for export duty, Mr. Warren was compelled to pay it at the point of the bayonet whenever he wanted to ship his cattle. He testifies also to losing 5,000 calves which were unbranded and which got away through breaks in fences which he was not allowed to repair. He is now in Washington conferring with President Taft and Secretary Knox to see what can be done in the matter.

If plans of certain Kalamazoo boosters carry, the national encampment of the G. A. R. will be held in that city in 1914. At a meeting of Orcutt post of that city a few days ago, it was decided that Kalamazoo shall be given an opportunity to entertain the old veterans once before they answered the final roll call and that from now on every effort shall be put forth to secure the 1914 encampment.

CHICAGO has its first woman judge, Miss Mary Bartelme, for 18 years public guardian of Cook county, has been appointed one of the municipal judges and will assist Judge Pickney in the juvenile court and will direct most of her attention to girls who come under the court's jurisdiction.

THE coming session of the legislature promises to be a most interesting one.

He-Mi-La candies have won for themselves countless friends. What's more, they are keeping them. Naturally, they must have superior qualities to do this.

ADVERTISING TALKS

HOW many business men, merchants more especially, realize the extent to which the advertising art has been developed within the present generation? Very few, in comparison with the great number in business. In the good old days it was thought to be sufficient that a merchant keep his name before the public announcing the fact that he carried hardware, stoves and tinware, dry goods, clothing, boots and shoes, or drugs and groceries—facts which every reader of his home paper already knew, and his simple statement of the fact in the paper neither added to nor detracted from the volume of business done. This was the method of advertising a generation ago, and merchants who are still doing business along the old lines advertise in the same manner at present.

But the good old days are gone forever. Business methods have undergone a change. People buy now-a-days where they buy the cheapest—it is the dollar that counts. Location in business was in the old days of supreme importance. It was necessary to do business on the main thoroughfare, where people were constantly passing to and fro. Now a man puts his factory in an obscure place. Nobody has seen it, nobody knows anything about it, but he puts his name, his purpose, his accomplishments in the hands of ten millions of human beings. He does not wait for the man to pass his door; he goes through the door of the house in which the man lives and in this monthly or that weekly or in many dailies he presents to the man the story he has to tell. He talks to the purpose; he explains just what the dollar will do in his establishment, and he knows that if he can do better than his competitor in the same line he will get the business.

The day has also gone by when reputable newspapers are seeking advertisements from their

local merchants as a matter of charity. It used to be the case quite often that a merchant would say, when approached by the advertising solicitor, "Yes, I will take so much space, it won't do me any particular good, but we have got to support the paper," and when asked for his copy would answer, "Oh, put in anything, you know how to write it better than I do." This was a donation pure and simple, and while the newspaper man endeavored to make himself believe the contrary, he knew he was accepting charity; he knew that the merchant wasn't getting value received for his money. An no business man likes to feel that he is dependent upon the charity of his fellows for his existence. The modern weekly newspaper is as much of a business enterprise as any other industry. In fact it is the best industry that a town can have and its columns are a reflex of the class of business men the town contains. For this reason if for no other the idea that it is a necessary adjunct that must be kept alive by donations, is an entirely erroneous one. Being in itself a business enterprise, it naturally seeks to enlarge its volume of business as much as possible. Among its assets—in fact its most valuable asset is its advertising space. It has a certain amount of this space to sell just the same as a merchant has a certain amount of dry goods or hardware. It is, in truth, his stock in trade—he deals in advertising space. Of course many will argue that his stock is worthless—that it won't pay to buy it. He tries to sell it, but to no purpose; he tries and tries again and keeps on trying, with but indifferent success. A paltry sum is realized from the sale of his stock, but not enough to meet his expenses by half and he sees the inevitable result ahead—failure.

TO BE CONTINUED

SUDDEN ENDING OF ROMANCE

Task Set for Reformed Tramp Was Just a Little More Than He Could Stand.

"Oh, yes, we have romances in our lives," said the tramp, "but there is always something to spoil 'em. I had my last one last fall. I was pegging along a Rhode Island highway, thinking more of good feed than romance, when a couple of wearies ahead of me turned into a farm house. I turned in as well when I came along up, and I walked into the kitchen just as they had locked a girl up in a closet and were about to go through the house. They invited me to take a hand in their game, but I took two in my own. They made it interesting for me for three or four minutes, but the average weary is no boxer. He depends upon wild swings instead of straight punches. I had 'em both down when the farmer came up from the field, and the girl was released and the fellows sent off to jail.

"Well, currant jam, big red apples and mince pies were none too good for me for the next week. The daughter was a school ma'am, about twenty years of age, and I had won her romantic heart ere three days had passed. I think the old man would have sanctioned the match, but he didn't take me right. On the fourth day of my stay he took me out and showed me a ten-acre lot of the stoniest ground I ever saw in my life, and intimated that I might start in plowing next morning. It was too much. That night I left the house by way of a window, and daylight found me seven miles away. I would have helped gather apples or husked corn, but when it came to plowing among boulders as big as barrels, romance fled, and I followed close at her heels."

Barred From Hamburg Bourse.

The public rooms of the Hamburg bourse, subject to very mild rules conducive to good order, are open to all, with very few exceptions. Their use is definitely forbidden "to all female persons," to individuals who have been deprived of their civic rights, who are under some form of judicial restraint, who have been adjudged guilty of fraudulent bankruptcy, persons adjudged to be in simple bankruptcy, those unable to meet their obligations, and such as are forbidden the use of the bourse through the decision of the court of honor.

Cosmopolitan London.

A man with nothing useful to do took a walk on Aldwych and Kingsway the other day and counted noses. As a result he writes to a newspaper exploiting the cosmopolitanism of London. He says that in 15 minutes he encountered: One Arab in flowing burnous and white turban, two Turks in frock coats and tarbouches, seven obvious Americans and probably more who were not obvious, a couple of Danes wearing Alexandra Day roses and talking volubly in their native tongue; a lascar; two Indian students with gold spectacles; an alert Japanese.—New York Sun.

Human Nature.

"Why is it," asked the curious guest, "that poor men usually give larger tips than rich men?" "Well, sub," said the waiter, who was something of a philosopher as well, "looks to me like de po' man don't want nobody to find out he's po', and de rich man don't want nobody to find out he's rich."—Youth's Companion.

ALL HIS GLORY OF THE PAST

Actor Who Has Once Lost Favor of the Fickle Public Seldom Able to Regain It.

He was gaunt and drawn, a striking contrast to the rather heavy face, the confident air, and the swagger, which had extended even to the buttons on his coat but a few years ago. At that time ranting melodrama was a popular art, the star an elaborately built piece of mechanism, and this man the star's chief support.

His fate was a common one, dramatically emphasized by his outward appearance. Like a dilapidated sign flapping in the wind, his threadbare "prop" frock coat told the tale of former glory, while the resignation that poured in a flood light of despair from his moist eyes attested that that glory would never be renewed.

Like the old profile engine which was wont to thrill the gallery with its factitious bombast, and which now rotted, forgotten in the storeroom, this poor human, whose art at its best had been but a "profile" one, was forgotten and wasting, waiting like the other to be swept out in the great mass of uselessness, his ephemeral mission ended, his purgatory, nature's storeroom, a waiting room of poverty and despair, lightened by a rapidly fading ray of memories—memories of a short-lived lime-light popularity.

Baby a Real Midget.

The month-old child of a gypsy, which was the subject of an inquest at Wandsworth, England, not long since, was described by a doctor as the smallest baby he had ever known. It only weighed 3 pounds 14 ounces, instead of the normal 7½ pounds, and its length was only 1 foot 5 inches, as compared with the average 2 feet 3 inches.

Delusions.

Some men think they are getting close to nature by making love to a grass widow.—Life.

The Paw Paw Savings Bank

ESTABLISHED IN 1886

WE INVITE YOU

to establish your banking relations with this Bank. It is our aim to make those relations both agreeable and profitable.

PROTECT YOUR VALUABLES

by securing one of our

SAFETY DEPOSIT BOXES

FOUR PER CENT INTEREST
PAID ON DEPOSITS

The Paw Paw Savings Bank

JOHN W. FREE, President

WM. R. SELICK, Vic-Pres

CARL A. WOLFS, Cashier



Be one of our Salesmen and make

\$40 PER WEEK

MOST OF OUR SALESMEN make that and more. Pleasant, easy work, traveling in one of our specially built wagons. This is your opportunity to be independent and your own boss. Increase your reliable line of Household, Stock and Poultry Remedies, Extracts, Spices and Toilet Articles. Write today for particulars. Address Dept. K, Saginaw Medicine Co., Saginaw, Mich.

L. B. Gorton sold a player-piano to Mrs. Ellis Cocklin of Lawrence this week.

Salomon's Orchestra is always good, and will be even better on the 18th of December.

FREE!

Send us the names and addresses of ten ladies you know and we will send you a nice and useful present absolutely free. No strings of any kind on this offer. Send names today, the present will please you. FACTORY SALES CO., Kalamazoo, Mich.

WARNER
Groceries Meats3 Bars Ivory Soap
for 10c

Saturday Only

Fresh Pork per lb - 14c

Chickens per lb - 15c

Bulk Oysters

STOCK AND DAIRY FARM
FOR SALE

117 acres adjoining Paw Paw on the south, known as the Bishop farm.

Improvements consist of a good seven room house with bath, hot and cold water, stone foundation. Gasoline engine supplies water to house and feed lots. There are also two good cisterns.

Basement barn has room for ten cows, seven horses, 100 tons of hay. There are also a number of smaller buildings such as hen house, hog house, corn cribs, implement sheds, etc.

The soil is very rich and productive and the farm is especially adapted for conducting a dairy or milk route or could be used as a truck farm. Will sell most reasonable or take a good residence property in Paw Paw as part payment.

POTTS & LANGLEY,

Paw Paw, Mich.

WARNER